GR:D

BIKE SHARE

November 1 - November 30, 2020
Tempe Report

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System Snapshot

Table 1

Stations/Bikes	Full System	Tempe Only
Active Regular Stations	114	32
Active Virtual Stations	8	4
Active Bikes (averaged over the month)	379	N/A
Trips		
Total Trips	1,766	865
Trips Per Day (average)	59	29
Utilization Rate (trips per bike per day)	0.16	0.09
Active Members		
Total Membership	42,410	N/A
Monthly/Yearly Plans	516	N/A
Pay-As-You-Go & 7 Day Plan	41,820	N/A
Revenue		
Total Revenue	$9,434.97	N/A
Maintenance/Customer Service Activity		
Total CS Cases Created	42	N/A

Due to current limitations in the Social Bicycles data tracking software, not all GRID system data can be split by city. Trip data for each city can be extrapolated by using data from trips started inside a specific system area (in this case the Tempe system area). Unfortunately membership and customer service data as well as some trip data are not linked to the location of a user's first sign-up or home system area at this time and therefore this city-specific data shows as N/A in this report.

Membership

Table 2: Active Members (Full System)

Membership Type	New Sign Ups	Total Active Members
Student	6	138
Monthly	9	259
Annual	0	119
Other	1	74
Pay as You Go	753	41,683
7 Day Pass	77	137
Total	**846**	**42,410**

Trips

Table 3: Cumulative Trips Per Day of the Week - September (Tempe Only)

M	T	W	Th	F	Sa	Su
84	85	100	88	143	165	200

Table 4: Trip Initiation Method (Tempe Only)

Mobile	252
Keypad (manually entered)	604
Keypad RFID Card	3
Website	5

Table 5: Trips

	Nov (Full Sys)	YTD	Tempe Only	YTD
Total Trips Taken	1,766	24,233	865	12,084
Total Miles Ridden	4,886	64,944	2,755	36,113
Avg Trip Distance	2.8	2	3.1	3
Avg Trip Time	0:48:50	0:49:00	0:54:51	0:54:21
Avg Weekday Trips	201	213	24	33
Avg Weekend Day Trips	374	341	41	47
Holds	117	1,341	n/a	0
Ended out of Hub	224	4,588	87	2,666
Ended out of System Area	20	270	11	140

Determining the start area of a trip with a Hold is currently not possible due to limitations in the Social Bicycles tracking software. Therefore, the count of holds is only displayed as a part of the "full system".

Table 6: Trip Stats by Member Type (Full System)

Member Type	Nov Trips	%	Trips YTD	% YTD
Pay-as-you-go	1,022	58%	13,530	56%
7 Day Pass	157	9%	2,218	9%
Annual	3	<1%	1,287	5%
Monthly	150	8%	2,334	10%
Student	338	19%	3,424	14%
Other	96	5%	1,440	6%
TOTAL	**1,766**		**24,233**	

Table 7: Trip Stats by Member Type (Tempe Only)

Member Type	Nov Trips	%	Trips YTD	% YTD
Pay-as-you-go	494	57%	6,974	58%
7 Day Pass	88	10%	1,334	11%
Annual	0	0%	694	6%
Monthly	43	5%	732	6%
Student	221	26%	2,295	19%
Other	19	2%	55	<1%
TOTAL	**865**		**12,084**	

Sunday November 1st was the highest day for regional ridership with a total of 112 trips taken. For trips originating in the Tempe service area, Sunday November 8th was the top day for ridership with 56 trips taken.

Station Performance

Table 8: Regional Station Performance

Top 10 Origin/Destination Stations	Total In/Out	Bottom 10 Origin/Destination Stations	Total In/Out
T17 Tempe Beach Park	253	T07 Smith-Martin / Apache Blvd	1
T29 Tempe Town Lake Marina	222	ASU Goldwater Ctr. for Science - Tyler Mall (Virtual Hub)	0
T20 Tempe Center for the Arts	198	ASU Orange St - S McAllister Mall (Virtual Hub)	0
P106: 1st St / Washington St (Sponsored by SRP)	135	P101 5th St / Grant St	0
T18 Neil Giuliano Park	107	P102 1st St / Buchanan	0
T16 Apache Blvd / Rural Rd	104	P104 Jackson St / 2nd St (Sponsored by SRP)	0
T15 8th St / Dorsey Ln	82	P141 Phoenix College	0
P120 Central Ave / Taylor St	74	P159 Sherman St / 3rd Ave.	0
T25 University Dr. / ASU Student Housing	73	P176 Buckeye Rd / 13th St	0
P124 3rd St / Taylor St (Sponsored by APS)	67	P177 Indianola Ave / 3rd Street	0

Table 9: Tempe Station Performance
Trips started and ended at each station in the Tempe service area

Station Name	Racks	In	Out	Total	Low [%]	Full [%]
T17 Tempe Beach Park	25	124	129	253	0	0
T29 Tempe Town Lake Marina	9	111	111	222	0	22.05
T20 Tempe Center for the Arts	10	100	98	198	0	3.59
T18 Neil Giuliano Park	15	51	56	107	0	0
T16 Apache Blvd / Rural Rd	15	47	57	104	0	0
T15 8th St / Dorsey Ln	10	40	42	82	0	0
T25 University Dr. / ASU Student Housing	25	36	37	73	0	0
T26 ASU Memorial Union	25	24	31	55	0	0
T24 Westside Center	10	26	26	52	0	0
T14 College Ave / University Dr	15	23	27	50	0	0
T02 3rd St / Mill Ave	9	22	21	43	0	0
T09 Washington St / Center Pkwy	9	17	15	32	0	5.2
T11 University Dr / Mill Ave	20	17	15	32	0	0
T19 Kiwanis Park	15	16	16	32	0	0
T01 5th St / Forest Ave	25	11	16	27	0	0
T30 Evelyn Hallman Park	8	13	13	26	0	0
T32 North Tempe Multigen Center	10	13	11	24	0	0
T21 Forest Ave/ Lemon St. (Gammage)	20	12	11	23	0	0
T28 Rio Salado Pkwy / Mill Ave	15	8	15	23	0	0
T03 Rural Rd / Terrace Rd	11	12	10	22	0	0
T31 5th St / Mill Ave	15	14	8	22	0	31.22
T27 McAllister Ave / Apache Blvd	25	13	8	21	0	0
T06 McClintock Dr / Rio Salado Pkwy	10	7	12	19	0	0
T05 McClintock Dr / Apache Blvd	15	8	9	17	0	0
T04 Apache Blvd / Dorsey Ln	10	6	8	14	0	0
ASU Hayden Library - Cady Mall (Virtual Hub)	n/a	5	5	10	95.41	0
T13 College Ave / Apache Blvd	15	4	6	10	0	0
T23 Escalante Center	10	4	5	9	0	0
T22 Baseline Rd / Priest Dr	10	3	5	8	0	0
T10 Washington St / Priest Dr	10	2	5	7	0	0
ASU Coor Hall - S Forest Mall (Virtual Hub)	n/a	3	3	6	82.29	0
T12 Rural Rd / Southern Ave	10	3	2	5	0	0
T08 Apache Blvd / Price Rd	10	1	1	2	0	0
T07 Smith-Martin / Apache Blvd	10	0	1	1	0	0
ASU Goldwater Ctr. for Science - Tyler Mall (Virtual Hub)	n/a	0	0	0	100	0
ASU Orange St - S McAllister Mall (Virtual Hub)	n/a	0	0	0	100	0

Environmental Impact

Table 10

	Full System	YTD	Tempe Only	YTD
Calories Burned	195,440	2,325,818	110,200	381,879
Carbon Offset	4,300lbs	54,095lbs	2,424lbs	29,848lbs

Calorie calculation is based on a Wisconsin State Health Department study that assumes cyclists burn an average of 40 calories per mile.
Carbon offset calculation is based on an EPA source that states automobiles emit an average of .88 lbs of CO_2 per mile and an assumption that the trip was taken in lieu of driving a car the same distance.

Maintenance & Rebalancing Operations

Table 11: System-Wide Operations Data

	System Wide	Tempe
Average number of bikes in service each day	379	113
Bikes inspected in field	483	122
Bicycles repaired	66	23
Average bike repair time	60 min	60 min
Bikes lost or stolen this month	0	0
Graffiti Cleaned	3	1

Table 12: Reported Repairs/Issues (Full System)

	Type of Issue	Nov	YTD
1	Other	163	2,923
2	Seat	5	105
3	Shifting/Pedaling	2	68
4	Lock	23	365
5	Keypad	47	700
6	Brakes	4	63
7	Flat Tire	30	497
8	Lighting	7	77
9	Frame	3	48
	Total	**284**	**4,846**

Customer Service Reporting

Table 13

The top customer service contact category for the GRID system in November was

Reason For Contact	Nov Created Cases (Full System)	YTD
Member Inquiries	9	199
Billing	2	25
Account Management	5	43
Bike Issue	0	53
Charges	19	185
General Education	4	75
Operations	2	93
Sign Up	0	3
Hub Request	0	0
Partnerships	1	10
New Program Request	0	0
Total CS Cases Created	**42**	**699**

Table 14: Customer Service Responsiveness (Full System)

Time of call/email request	
Avg time to answer	40 sec
Avg duration of call	4:23 min

Table 15: Agreed Service Levels for Operations within the Tempe System Area

	Performance Metric
System operations fully operational (%)	100%
All stations fully operational (%)	100%
Bicycles fully operational (%)	82%
Website fully operational (%)	100%
Backend servers fully operational (%)	100%
Avg response time this month (technical issues, breakdown)	30 minutes

Operations staff have been dealing with the ongoing issue of intermittent connection issues on bikes across the GRID system. Connection issues can occur due to a glitch in the bikes controller unit, low battery or issues with the software or hardware. Some connection issues resolve themselves while others require staff to flag the bike for repair. A controller losing connection can result in the inability for a user to rent a bike, an inaccurate GPS location and erroneous charges for a user. Operations staff monitors these connection issues on an ongoing basis and aim to resolve them quickly.

Financial Summary

Table 16

Revenue Category	Full System	% of Total	Tempe Only*
Membership Fees	n/a	n/a	n/a
Ride Fees	n/a	n/a	n/a
Out of Hub Fees	n/a	n/a	n/a
Out of System Area Fees	n/a	n/a	n/a
Rider Bonuses Given	n/a	n/a	n/a
TOTAL	**$9,434.97**		n/a

Data has not been audited and is only to be used as an approximation of Gross Revenue
*Due to reporting issues with our Software provider, Mobility Cloud, we are no longer able to access the Revenue Data for the system.

Marketing Summary

Table 17: Social Media

Social Media Outlet	Followers	Impressions
Facebook	n/a	n/a
Twitter	n/a	n/a
Instagram	n/a	n/a

Table 18: Events

Event Name	City	Date
All events cancelled	n/a	n/a

Data tracking regarding all Social Media was suspended during this period.

Weather

Table 19 (Source: www.wunderground.com)

Nov	high	low	avg	Precip. sum
1	94	64	79.9	0
2	94	71	80.5	0
3	93	68	79.6	0
4	92	66	77.8	0
5	98	63	80.4	0
6	88	73	80.5	0
7	81	60	72.5	0
8	65	52	60.1	0
9	61	51	55.9	0
10	65	45	55.5	0
11	70	46	57.5	0
12	72	49	59.6	0
13	76	51	62.5	0
14	74	50	61.8	0
15	81	50	65	0
16	90	55	71.4	0
17	91	62	75.2	0
18	88	63	73.8	0
19	87	60	72.1	0
20	87	59	72.7	0
21	83	62	71.9	0
22	83	60	70.4	0
23	79	58	67.7	0
24	71	53	62.1	0
25	71	48	58.5	0
26	71	47	58	0
27	65	48	55.6	0
28	70	45	57.6	0
29	73	46	58.2	0
30	73	50	62.8	0